



Visitor Perceptions of Climate Change: A National Park Service and U.S. Fish and Wildlife Service Study, Grand Tetons National Park

By Jessica Thompson, Rosie Mousseau, Mackenzie Geary, Sam Kearney, and Carson Piette



This research is funded through a grant from the National Park Service and U.S. Fish and Wildlife Service, award number PP22AC0014-00.

Contents

Project Introduction.....	4
Introduction of Study.....	6
Methods.....	6
Survey Sites.....	6
Survey Development.....	7
Procedure.....	7
Response Rates and Confidence Level.....	7
Visitor Survey Results.....	9
Visitor Demographics.....	9
Visitor Concerns about Impact of Climate Change.....	11
Visitor Interest in Climate Change Education/Adaptation.....	13
Visitor Behavior.....	18
Acknowledgements.....	20

Tables

Figure 1.	Participating Parks/Refuges in VPCC Visitor Survey.....	6
Table 1.	Visitor Demographics.....	9
Table 2.	Visitor Concern Priorities – Park/Refuge Issues.....	11
Table 3.	Visitor Concern about Climate Change.....	11
Table 4.	Personal Importance of Climate Change.....	11
Table 5.	Climate Change Impact.....	12
Table 6.	Types of Issues Present in Park/Refuges.....	12
Table 7.	Visitor Willingness to Learn about Climate Change.....	13
Table 8.	Receiving Climate Change Information in Park/Refuge.....	13
Table 9.	Visitor Interest in Climate Change Education.....	14
Table 10.	Climate Change Impacts on Wildlife, Plants, People.....	15
Table 11.	Interest in Scientific Research on Climate Change in this Park.....	15
Table 12.	Climate Adaptation Action in Park/Refuges.....	16
Table 13.	Efforts to Reduce Greenhouse Gas Emissions at this Park.....	17
Table 14.	Visitor Thoughts on Reducing Emissions at this Park	17
Table 15.	Visitor Behaviors.....	18
Table 16.	Extreme Weather Response.....	18

Between 2011 and 2012, a collaborative survey was conducted across 16 national parks and national wildlife refuges to assess visitor perceptions and attitudes about climate change. This foundational work—led by researchers at Colorado State University in partnership with the National Parks Conservation Association, the National Park Service (NPS), and the U.S. Fish and Wildlife Service—provided valuable insights into public understanding of climate change and its relevance to visitor experiences. Published findings from the 2013 study have since informed climate change communication strategies and justified continued education efforts within parks and refuges.

More than a decade later, we propose to replicate and update this survey to capture current visitor attitudes, measure shifts in public perception over time, and understand how climate change is impacting visitor experiences and expectations. This new effort will inform evidence-based communication tools, educational programming, and strategic investments in interpretation and engagement across public lands. As the nation's largest provider of informal education, the NPS has both a responsibility and an opportunity to lead meaningful dialogue about climate change. Climate change is not a distant threat—it is a present and pervasive force affecting every acre of land managed by the NPS. Melting glaciers, rising seas, altered ecosystems, and cultural site degradation are all visible impacts that underscore the urgency of public understanding and involvement. To that end, parks serve not only as places of recreation and inspiration, but also as powerful venues for climate literacy—helping visitors discover personal relevance, connect with science, and make informed decisions.

This renewed survey initiative aligns with the NPS *Climate Change Response Strategy* and the *National Climate Change Interpretation and Education Strategy*, which emphasize collaborative stewardship and communication. Engaging visitors in climate conversations is critical to fostering a climate-literate public and developing actionable responses to the most pressing environmental challenge of our time. The updated survey will support these goals by capturing how visitors perceive climate change today, how it shapes their park experiences, and how they expect the NPS to respond.

Ultimately, this research will strengthen the NPS's ability to communicate the story of climate change with clarity, authenticity, and purpose—ensuring our public lands remain not only protected landscapes, but also essential platforms for public education and engagement.

Introduction of Study

Methods

Project leads from Northern Michigan University will survey visitors at up to 9 target NPS sites, and 4 FWS sites across varying geographic regions. Target parks will be identified in consultation with the NPS and FWS to reach a robust number of respondents comparable to the 2012 survey.

Figure 1. *Participating Parks and Refuges in the 2025 Visitor Perceptions on Climate Change Study*

Southern Florida and the Keys

Biscayne National Park (FL)

Everglades National Park (FL)

Southwest Region

Joshua Tree National Park (CA)

Lake Mead National Recreation Area (NV)

Northern California

Yosemite National Park (CA)

Golden Gate National Recreation Area (CA)

Don Edwards National Wildlife Refuge (CA)

Western Mountain Region

National Elk Refuge (WY)

Grand Teton National Park (WY)

Rocky Mountain Arsenal National Wildlife Refuge (CO)

Rocky Mountain National Park (CO)

Upper Peninsula Michigan

Pictured Rocks National Lakeshore (MI)

Central Minnesota

Minnesota Valley National Wildlife Refuge (MN)

Survey Development. The survey used in this study was created using the data collection software from ArcGIS Survey123, which is compatible with the Samsung Tab A9+ tablets. The ArcGIS app allows for the electronic survey to be viewed and completed on the Samsung Tab A9+ tablets. The survey team administered the survey on 12 tablets and gathered approximately 400 survey responses in each location during the permitted survey timeframe/period. All surveys were saved, synced, and uploaded to the password-protected ArcGIS platform, where the results were generated and viewable by the survey team.

Procedure. Approximately 5,000 surveys were administered over the course of 8 months by the Northern Michigan University Climate Change Survey Team. The team used the following script to recruit willing and anonymous respondents:

“Hello, I am a student from Northern Michigan University working with the National Park Service and the U.S Fish and Wildlife Service, conducting visitor surveys at this park/refuge. This survey is about visitors’ perceptions of climate change at this Park and takes about 5-7 minutes to complete. Your participation is completely voluntary and anonymous. You can stop taking the survey at any time. Would you be willing to help the National Park Service better understand visitors’ opinions by taking this survey?”

The survey team was available to answer any technical questions that pertained to the operation or navigation of the survey on the tablet and any necessary clarification respondents may need to complete the survey. However, the survey team was not to offer any opinions or insight regarding specific questions while the survey was being conducted.

Survey Sites. The on-site survey locations were predetermined and permitted by our partners at the NPS and USFWS. The permitted locations varied at each park or refuge; however, many of the targeted areas included popular trailheads, visitor centers, and campgrounds. Upon arrival at each location, the survey team consulted with park rangers and location managers to determine the most appropriate sites to survey

at that specific park or refuge. Most surveys were collected during the weekends due to the increased visitation and convenience at that time; however, weekdays are also represented at each location.

Response Rates. The survey response team collected a total of 408 surveys at Grand Teton National Park.

Visitor Survey Results

Visitor Demographics

The majority of participants were U.S. residents (91%), with the most common age group being 18-24 years old (24%). Most respondents were highly educated, with (73%) holding a bachelor's degree or higher, and the racial demographic was predominantly White (83%), with limited representation from other racial groups. Additionally, (68%) of participants were new visitors to the park, while (32%) of respondents were returning visitors.

Table 1
Demographic Characteristics of Participants

Characteristics	n	%
Are you a resident of the United States? (n=404)		
Yes	366	91
No	29	7
Do not wish to answer	9	2
Age (n=402)		
18-24 years old	98	24
25-34 years old	69	17
35-44 years old	65	16
45-54 years old	59	15
55-64 years old	61	15
65-74 years old	37	9
75 years or older	13	3
Highest level of education completed? (n=402)		
Less than high school/Some high school	8	2
High school graduate	25	6
Vocation/trade school certificate	8	2
Some college	41	10
Associates degree	24	6
Bachelor's degree (BA, AB, BS, etc.)	147	37

Master's degree (MA, MS, Med, MSW, MBA, etc.)	112	28
Professional degree (MD, DDS, DVM, LLB, JD, etc.)	15	4
Doctorate degree (PhD. EdD. etc.)	17	4
Do not wish to answer	5	1

Are you Hispanic or Latino? (n=403)

Yes	24	6
No	364	90
Do not wish to answer	15	4

Which of these categories best indicates your race? Please select one or more. (n=403)

American Indian or Alaska Native	5	1
Asian	40	10
Black or African American	2	0
Native Hawaiian	1	0
White	335	83
Other race or ethnicity	10	2
Do not wish to answer	22	5

Is this your first visit to this Park/Refuge? (n=405)

Yes	274	68
No	131	32

Including this visit, approximately how many times have you visited this park in the last 12 months?

The average number of visits over a 12-month period was 10 visits.

Visitor Concerns about Impact of Climate Change

Respondents were asked to rate their level of concern on the impact of climate change, both in a general sense and in the Park/Refuge, respectively.

****Percentages may not add up to 100% due to rounding for readability.****

Table 2

Please choose the issue you are most concerned about regarding this Park/Refuge (n=403)	
Categories	Response Percentage (%)
Air Pollution	4
Water Pollution	8
Climate Change	39
Light Pollution	3
Noise Pollution	3
Invasive Species	7
Overcrowding	36

Climate change is the most pressing concern among respondents, with (39%) identifying it as their top issue related to the Park/Refuge. Overcrowding (36%) was also recorded as a significant concern to visitors. Air, light, water, and noise pollution are less of a concern to visitors, with a combined (18%) of respondents reporting those issues as their main concern.

Table 3

How worried are you about climate change? (n=406)	
Categories	Response Percentage (%)
Very Worried	50
Somewhat Worried	27
Not Very Worried	12
Not at all Worried	10

Approximately half of respondents (50%) reported being very worried about climate change, while an additional (27%) were somewhat worried, indicating that over three-quarters express some level of concern, while (22%) of participants reported being not very worried or not at all worried.

Table 4

How important is the issue of climate change to you personally? (n=405)	
Categories	Response Percentage (%)
Extremely Important	36
Very Important	28
Somewhat Important	17

Not too Important	11
Not at all Important	9

A majority of respondents (64%) consider climate change to be either extremely or very important to them personally. Meanwhile, a smaller portion, about (20%), view the issue as either not too important or not at all important.

Table 5

How much do you think climate change will harm the following?

Statement	Response Percentage (%)				
	A Great Deal	A Moderate Amount	Only a Little	Not at All	Don't Know
You personally (n=364)	21	43	21	13	2
Future Generations of People (n=362)	68	14	9	7	2
This Park/Refuge (n=361)	60	22	9	6	3

The data indicates that concern about climate change is highest when considering its impact on future generations, with (68%) of respondents believing it will harm them "a great deal." Concern is also higher for the park or refuge itself, with a majority of respondents (60%) selecting "a great deal." In contrast, fewer respondents perceive personal harm, with only (21%) indicating that climate change will affect them "a great deal," suggesting a greater perceived threat to others and the environment than to themselves personally.

Table 6

How much do you agree with the following statement?

Statement	Response Percentage (%)				
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
The effects of climate change can already be seen at this Park/Refuge (n=405)	19	31	37	7	7
I would like to learn more about climate change topics in this Park/Refuge (n=401)	21	41	24	7	7

Relative to other topics, sharing climate change information should be a high priority at this Park/Refuge (n=399)	31	40	18	5	7
--	----	----	----	---	---

The data shows that approximately half of respondents (50%) agree or strongly agree that the effects of climate change are already visible at the park or refuge, a larger portion (37%) remain neutral, suggesting uncertainty or a lack of awareness. Interest in learning more about climate change is relatively strong, with (62%) agreeing, indicating a receptive audience for educational initiatives. Furthermore, (71%) believe that sharing climate change information should be a high priority, highlighting a clear public interest in climate communication at this site.

Visitor Interest in Climate Change Education/Adaptation

Table 7

Have you received any climate change information about this Park/Refuge? (n=403)	
Statement	Response Percentage (%)
No	83
Yes	17

A majority of respondents (83%) reported not receiving any climate change information about the park/refuge, while only (17%) said they had. This suggests a significant communication gap regarding climate change at this site.

Table 8

From what sources have you received information about climate change at this park/refuge? (n=66)	
Categories	Response Percentage (%)
Exhibits (indoor, roadside, trailside)	73
Ranger and staff-guided walks/talks/tours	29
Informal conversations with rangers and park staff	24
In-park videos, films, movies	12
Printed materials (brochures, books, maps, etc.)	24
Cell phone or audio tours	6
Park/Refuge website	11
Social media (Facebook, X, Instagram, etc.)	20
Online videos, films, movies, podcasts	14
Other	5

It is important to note that approximately (16%) of the total number of respondents answered this question. Among the small group who answered this question, exhibits (73%) were the most common

source, followed by ranger and staff-guided walks/talks/tours (29%) and informal conversations with rangers and park staff (24%).

Table 9

During your visit, how interested are you in learning about climate change topics at this Park/Refuge through the following sources?

Statement	Response Percentage (%)				
	Very Interested	Interest	Neutral	Not Very Interested	Not at all Interested
Exhibits (indoor, roadside, trailside) (n=405)	25	40	20	7	9
Ranger and staff-guided walks/talks/tours (n=402)	21	40	21	10	8
Informal conversations with rangers and park staff (n=400)	26	42	18	7	8
In-park videos, films, movies (n=399)	18	37	26	11	8
Printed materials (brochures, books, maps, etc.) (n=400)	24	39	20	9	8
Cell phone or audio tours (n=388)	11	27	30	20	12
Park/Refuge website (n=383)	22	38	22	8	9
Social media (Facebook, X, Instagram, etc.) (n=385)	19	29	28	12	13
Online videos, films, movies, podcasts (n=380)	21	34	26	10	9

Visitors are most interested in learning about climate change through exhibits and talking with park staff. Ranger-led programs and the park website are also popular sources of interest. Respondents are also interested in learning about climate change using printed materials, and the park website, as well. In contrast, there is less interest in using cell phone or audio tours and social media for climate information. Overall, people prefer in-person and on-site experiences over digital or self-guided options.

Table 10

Please indicate your level of interest in learning how climate change is affecting...					
Categories	Response Percentage (%)				
	Very Interested	Interested	Neutral	Not Very Interested	Not at all Interested
Wildlife in this Park/Refuge (n=406)	49	33	9	4	5
Plants And Natural Features (forest, lakes, rivers, etc.) in this Park/Refuge (n=403)	45	36	11	4	5
Cultural And Historical Features (historical Indigenous sites, historical buildings, archaeology, etc.) in this Park/Refuge (n=404)	31	38	20	5	6
People (visitor safety, staff safety, human health, visitor experience, etc.) in this Park/Refuge (n=402)	24	36	25	8	6
Facilities (park buildings, roads, etc.) in this Park/Refuge (n=398)	21	31	28	12	7
Neighboring Communities (Indigenous people, local communities) (n=384)	30	35	21	7	6

Visitors showed the highest interest in learning how climate change affects wildlife (82%) interested or very interested and plants and natural features (81%). Cultural and historical features also attracted moderate attention, with about (69%) expressing interest, while interest was notably lower for topics like facilities (52%) and people in the park/refuge (60%). Overall, the natural environment draws the most concern, whereas impacts on people, infrastructure, and surrounding communities generate comparatively less interest.

Table 11

Please indicate your level of interest in learning about...					
Categories	Response Percentage (%)				
	Very Interested	Interested	Neutral	Not Very Interested	Not at all Interested

Scientific Research on climate change in this Park/Refuge (n=394)	37	36	16	6	6
---	----	----	----	---	---

A majority of respondents (73%) expressed interest or strong interest in learning about scientific research on climate change at the park/refuge, while (12%) indicated little or no interest. This suggests that visitors are generally eager to engage with science-based information about climate change impacts in the park.

Table 12

How much do you agree or disagree with the following possible actions to adapt to climate change in ANY park/refuge?

Statement	Response Percentage (%)					
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know
Wrap iconic trees in fire-resistant materials as wildfire approaches. (n=402)	18	33	24	11	7	7
Allow grasses and bushes to replace forests after wildfires rather than replanting trees. (n=403)	12	32	30	14	5	8
Relocate plants and animals to new areas to protect them from hotter conditions. (n=399)	8	27	33	18	7	7
Build seawalls around staff housing to protect against sea level rise. (n=401)	9	32	31	14	7	6
Move historic lighthouses inland to protect against sea level rise. (n=399)	8	32	32	16	7	6
Invest in structures for visitor use that can be moved if a hurricane is	12	36	30	8	7	7

approaching.
(n=396)

Abandon
maintenance of roads
and trails at repeated
risk from flooding.
(n=397)

8 31 30 17 7 7

Document (but don't
remove)
archeological
artifacts at imminent
risk from flooding.
(n=401)

14 36 29 11 4 6

Remove
archeological
artifacts at imminent
risk from flooding to
store in museums.
(n=364)

13 45 24 8 4 5

Respondents generally showed the most support for actions that preserve cultural heritage, especially when it involves safely relocating artifacts at risk from flooding. Practical adaptations like wrapping iconic trees and investing in movable visitor structures were also viewed relatively favorably. Opinions were more divided on strategies like letting landscapes naturally transition after wildfires or relocating species to new areas, which reflect more permanent or uncertain ecological changes. Measures involving infrastructure adjustments—such as abandoning flood-prone roads or building seawalls—elicited mixed reactions, suggesting concern about both feasibility and long-term impact. Overall, people leaned toward protective actions but showed caution around irreversible or more disruptive strategies.

Table 13

Have you noticed any efforts to reduce greenhouse gas emissions (renewable energy, hybrid or electric vehicles, mass transit, LEED-certified buildings, etc.) at this Park/Refuge? (n=403)

Statement	Response Percentage (%)
Yes	42
No	58

The majority of respondents (58%) have not noticed any efforts to reduce greenhouse gas emissions at the park/refuge, while a smaller portion (42%) reported noticing such efforts.

Table 14

How much do you agree or disagree with efforts to reduce greenhouse gas emissions at this Park/Refuge? (n=404)

Statement	Response Percentage (%)				
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
	40	30	20	6	4

A combined (70%) of respondents agree or strongly agree with the efforts to reduce greenhouse gas emissions at the park/refuge, indicating overall support for these initiatives. However, (20%) remains neutral, and a small percentage (10%) disagree with or strongly disagree with these efforts, suggesting room for improvement in either the effectiveness or communication of such efforts.

Visitor Behavior

Table 15

Please indicate whether you have ever done any of the following in ANY Park/Refuge:

Statement	Response Percentage (%)	
	Yes	No
Visited a park/refuge to see iconic features or species that may disappear because of climate change (such as glaciers, Joshua trees, or puffins) (n=401)	65	35
Avoided places that have been impacted by climate change (such as places with lots of dead trees from fires or pests like pine beetles) (n=404)	28	72
Visited a park/refuge to experience extreme weather conditions (like extreme heat in Death Valley) (n=391)	36	64

A significant portion of respondents (65%) have visited a park/refuge specifically to see iconic features or species that may be impacted by climate change, showing a strong interest in the environmental changes occurring in these areas. On the other hand, fewer respondents have avoided climate-impacted locations (28%) or sought out extreme weather experiences (36%), suggesting that most visitors still prioritize the experience of nature despite climate-related changes. [06]

Table 16

Because of extreme weather conditions (like wildfire/smoke, extreme heat, flooding, hurricanes, etc.) I have...

Statement	Response Percentage (%)	
	Yes	No
Canceled a trip to a park/refuge (n=404)	27	73

Visited a park/refuge less often (n=400)	28	72
Changed the timing of a visit (to a different day or season) (n=396)	53	47
Changed what I did while visiting a park/refuge (like not hiking on a very hot day, or not camping because of flooding) (n=398)	51	49

A notable portion of respondents have adjusted their park/refuge visits due to extreme weather conditions, with (51%) changing their activities (e.g., avoiding hiking in extreme heat) and (53%) altering their visit timing to avoid extreme weather. Additionally, (27%) have canceled trips altogether due to conditions like wildfire smoke or flooding, while (28%) report visiting parks less frequently because of such challenges, indicating that extreme weather is impacting people's park experiences.

Acknowledgements

We would like to express our sincere gratitude to Dr. Jessica L. Thompson, Assistant Vice President for Sustainability and Director of the Sustainability Hub for Innovation and the Environment (SHINE) at Northern Michigan University, for her leadership and support. We also extend our thanks to Larry Perez, Communications Coordinator, and Matt Holly, Visual Information Specialist, both with the National Park Service (NPS) Climate Change Response Program, as well as Wylie Carr, Environmental Protection Specialist, NPS Climate Change Response Program. We are grateful to Natalie Sexton, and Emily Gutierrez, who are both Social Scientists with the U.S. Fish and Wildlife Service in Fort Collins, Colorado. Special thanks to Dr. Shawn Davis, Assistant Professor in the Department of Parks and Recreation at Slippery Rock University, Pennsylvania, for his guidance and collaboration. We also acknowledge the contributions of Alex Witmer, Graduate Research Assistant, along with undergraduate research assistants Elena Lucas, Maya Yost, Pierce Landis, and Kelly Carbone, all from Slippery Rock University, for their dedicated research support.